

DRAFT

Plan For Downtown Verona

Part of the City of Verona Comprehensive Plan—Land Use Chapter

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Prepared by:

**Department of Planning and Development
Department of Public Works
City Engineer**

Table of Contents:

1. Overview of Existing Conditions
 - A. Land Use
 - B. Tax Increment District 4
 - C. Traffic
2. Goals
3. Plan Elements:
 - A. Land Use
 - B. Transportation
 - C. Utilities including storm water management
 - D. Public Amenities
 - E. Private Design Guidelines
4. Implementation:
 - A. Amend Downtown TIF
 - B. Create a Business Improvement District (BID)
 - C. Storm Water Utility
 - C. Budgeting and Capital Improvement Budgets
 - E. Acquisition and Final Design Engineering
 - F. Installation of Improvements
 - G. Phasing

1. Overview of Existing Conditions

For the purposes of this Plan, Downtown Verona consists of 6 blocks—including the 4 blocks that are immediately adjacent to the intersection of Main Street and Verona Avenue and two additional blocks south of Park Lane.



Downtown Verona Planning Area

200 100 0 200 Feet



Existing Conditions—Land Use:

This planning area is characterized by a mix of commercial and residential land uses and two major transportation arterials—1) Main Street (County Trunk Highway ‘M’) running north-south and 2) Verona Avenue (Business Route 18-151) running east-west. With some notable exceptions, *most* commercial land-uses have frontage on Main Street or Verona Avenue, and *most* residential land-uses have frontage on either Shuman or Franklin Streets.

Two types of redevelopment have occurred within the planning area over the years due to market demands: 1) Removal of existing buildings for new developments and 2) Conversion/modernization of existing buildings for new uses.

- 1) Examples of buildings that have been built due to the removal of older buildings include:
 - Park Bank at 104 South Main Street
 - Walgreens at 104 North Main Street
 - Multi-tenant building at 103 South Main
- 2) Examples of buildings that have *recently* been converted or modernized include:
 - Capitol Bank 108 East Verona Avenue (formerly an A & W restaurant);
 - Mystiques Antiques at 102 North Franklin (formerly a Masonic Lodge);
 - House of Flowers at 129 North Main Street (formerly a house).
- 2a) Examples of buildings that were converted or modernized longer ago include:
 - Retail building at 101 North Main (Formerly a house);
 - Dentist office at 105 North Main (formerly a house);
 - Insurance office at 115 North Main (formerly a house);
 - Electrical contractor at 118 North Main (formerly a house).

Many of the buildings in the planning area are neither newer buildings nor older buildings that have been converted/modernized. These older buildings include *all of the residential properties* and many of the commercial properties—especially in the southeast quadrant—including:

- Offices at 113 South Main
- Avanti’s at 119 South Main
- Sow’s Ear at 125 South Main (although this was a house many years ago...)

The city anticipates continued market pressure for continued 1) removal/redevelopment and 2) converting/modernizing existing buildings within the planning area. To promote and facilitate these two types of redevelopment within the planning area, the City of Verona changed the zoning for all residentially-zoned parcels within the planning area that fronted onto Main Street to commercial zoning in 2006 and 2007 (Note—the owners of the parcels at 119 and 133 North Main Street did not want to change their zoning and so these two parcels continue to have ‘residential’ zoning).

The 6 blocks included in this Downtown Plan include the 4 quadrants at the intersection of Main Street and Verona Avenue, including: the northeast, southeast, southwest, and northwest. These 4 intersection-quadrants include the following land-uses:

Northeast Intersection Quadrant:

Non-Residential		Residential	
On Main Street			
101 N. Main	Vacant building	119 N. Main	Single-family
105 N. Main	Dentist	121 N. Main	Single-family (with commercial zoning...)
113 N. Main	TDS	127 N. Main	Single-family (with commercial zoning...)
115 N. Main	Insurance	133 N. Main	7-unit Apartment building
123 N. Main	Vacant Lot		
129 N. Main	House of Flowers	129 N. Main	5-units (w/ House of Flowers)
101 Harriet	Former Library		
On Franklin Street			
102 Franklin	Mystiques Antiques	104 Franklin	Home Occupation (Locksmith)
104 Franklin	Locksmith (Home Occ.)	106 Franklin	Single-family
118 Franklin	Funeral Home	108 Franklin	Single-family
		110 Franklin	Single-family
		112 Franklin	Single-family
		114 Franklin	Single-family
		120 Franklin	3-unit residential
On Verona Avenue			
104 E. Verona	Salon		
108 E. Verona	Capitol Bank		
		Total Units of Residential:	24



101 North Main Street



105 North Main Street



113 North Main Street—TDS



115 North Main Street—Insurance Agent



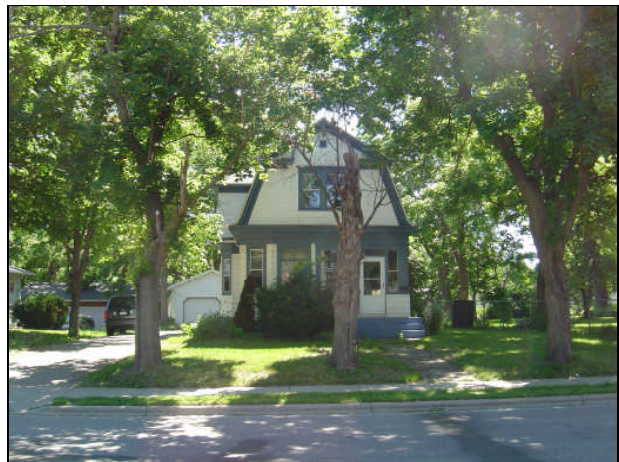
119 North Main Street—Residential



121 North Main Street—Residential



123 North Main Street—Vacant Lot



127 North Main Street—‘Sears House’



129 North Main Street—House of Flowers



133 North Main Street—Apartment Building



101 Harriet—Old Verona Library



118 and 120 North Franklin
Funeral Home & 3-unit apartment building.



West side—100 Block North Franklin (south end)



West side—100 Block North Main (Mid-block)

Southeast Intersection Quadrant:

Non-Residential		Residential	
On Main Street			
101 S. Main	Mobil Gas Station		
103 S. Main	Multi-Tenant Strip		
113 S. Main	Office (Law/Financial)	????	Any apartments above/behind?
119 S. Main	Avantii's/Restaurant	????	Any apartments above/behind?
125 S. Main	Sow's Ear/Coffee House	????	Any apartments above/behind?
		????	Any apartments above/behind?
On Franklin Street			
102 Park Lane	Office/Home (Salkins)	104 S. Franklin	Single-family (owner)
		106 S. Franklin	Single-family (owner)
		108 S. Franklin	Single-family (rental)
On Verona Avenue			
103-109 E. Verona	Barber and Dentist	0	(verified 7/14)
111 East Verona	Insurance	????	Any apartments above/behind?
		Total Units of Residential:	3 plus any apartments above or behind commercial...



101 South Main Street—Mobil Station



103 South Main Street—Multi-Tenant



113 & 119 South Main Street—Office & Restaurant



125 South Main Street—Restaurant/Offices



104 S. Franklin and back of 111 E. Verona Avenue



108 S. Franklin (right) and 102 Park Lane (left)



104 and 106 S. Franklin



Proposed Future Parking—Looking North from Park Lane to the area behind Sow's Ear...



South Side—100 Block of East Verona Avenue

Southwest Intersection Quadrant:

Non-Residential		Residential	
On Main Street			
104 S. Main	Park Bank		
118 S. Main	World of Variety Store		
On Verona Avenue			
119 W. Verona	Ace Hardware		
		Total Units of Residential:	None



104 South Main Street



118 South Main Street

Put photos of Ace Here (South side of 100 block of West Verona and East Side of 100 Block of South Shuman...)

Northwest Intersection Quadrant:

Non-Residential		Residential	
On Main Street			
104 N. Main	Walgreen’s Pharmacy	114 N. Main	Single-family
108 N. Main	State Bank of Cross P.	120 N. Main	3-unit residential
118 N. Main	Verona Electric	122 N. Main	Single-family
		126 N. Main	Single-family
On Shuman Street			
203 N. Shuman	Parking for bank...	207 N. Shuman	Single-family (need to verify)
		209 N. Shuman	Single-family (need to verify)
		211 N. Shuman	Single-family (need to verify)
		213 N. Shuman	Single-family (need to verify)
		301 N. Shuman	Single-family (need to verify)
		303 N. Shuman	Single-family (need to verify)
		305 N. Shuman	Single-family (need to verify)
		307 N. Shuman	Single-family (need to verify)
		309 N. Shuman	Single-family (need to verify)
On Verona Avenue			
120 W. Verona	Why-USA Real Estate		
		Total Units of Residential:	15 units



104 North Main Street—Pharmacy/Retail



108 North Main Street—Bank

ADD: PHOTOS OF EAST SIDE OF 100 BLOCK OF NORTH SHUMAN (Mostly residential—but includes real-estate business at W. Verona Avenue and bank parking lot...)



114 North Main Street—Residential



118 North Main Street—Electrical Contractor



120 North Main Street—3-Unit Apartment



122 North Main Street—Residential



126 North Main Street—Residential



Corner of North Main and West Harriet

In addition to the 4 ‘Intersection Quadrant’ blocks, the planning area also includes two additional blocks: 1) Miller’s Supermarket Block and 2) Baptist Church Block. Both of these blocks within the planning area are in the 200 block of South Main Street:

Miller’s Supermarket Block:

Non-Residential		Residential	
On Main Street			
210 S. Main	Miller’s Supermarket		
		Total Units of Residential:	None



210 South Main Street—Miller’s Supermarket



210 South Main Street—Miller’s Supermarket

Put photos from behind Miller’s Here (east side of 200 block of South Shuman...)

Baptist Church Block

Non-Residential		Residential	
On Main Street			
201 S. Main	Baptist Church		
205 S. Main	Chamber of Commerce		
209 S. Main	Insurance		
215 S. Main	Clothing (Lou Rags)	???	Any apartments above/behind?
217 S. Main	Just for You	???	Any apartments above/behind?
221 S. Main	Plumbing and Glass	???	Any apartments above/behind?
204 S. Franklin	Vacant lot		
On Park Lane			
		103 Park Lane	Single-family (need to verify)
		Total Units of Residential:	1 Unit.



205-209 South Main Street



205-209-215 South Main Street



215-217 South Main Street



221 South Main Street



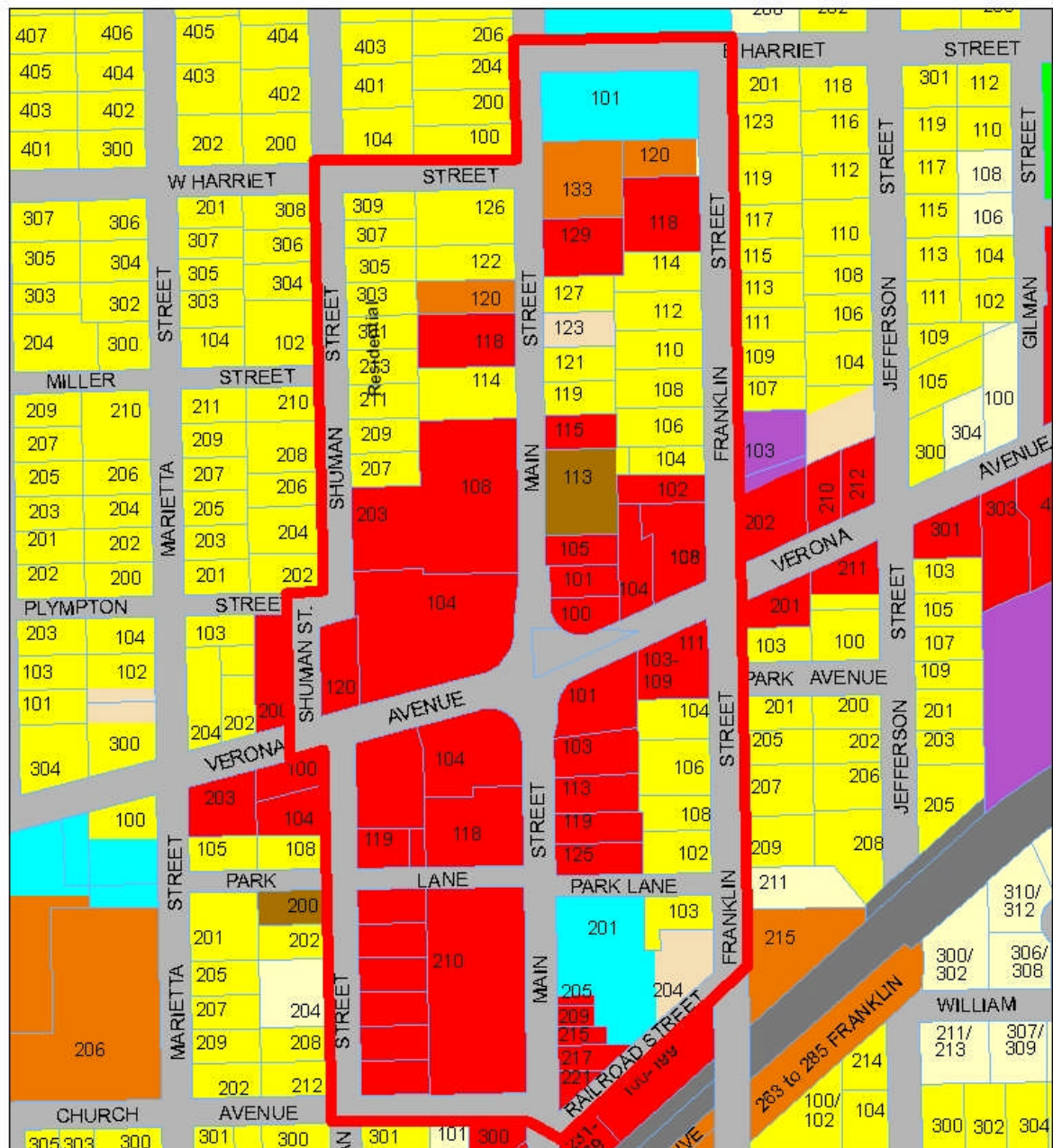
Baptist Church and adjacent commercial



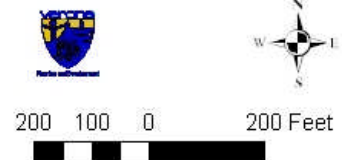
103 Park Lane w/church & vacant lot behind...



Vacant Lot—West Side of 200 Block of S. Franklin.
Church to West (rear). Park Lane to the Right.
Potential Future Municipal Parking Lot.



Downtown Verona Plan Existing Land-Uses



Existing Conditions—Traffic:

Traffic volumes are increasing in the planning area and the need to accommodate future traffic volumes *while also maintaining* a pedestrian and bicycle-friendly environment are city goals. ‘Average Annual Daily Traffic’ (AADT) on North Main within the planning area is over 11,300 and on South Main is over 10,700. AADT on East Verona Avenue within the planning area is over 11,900 and on West Verona Avenue is over 10,500.

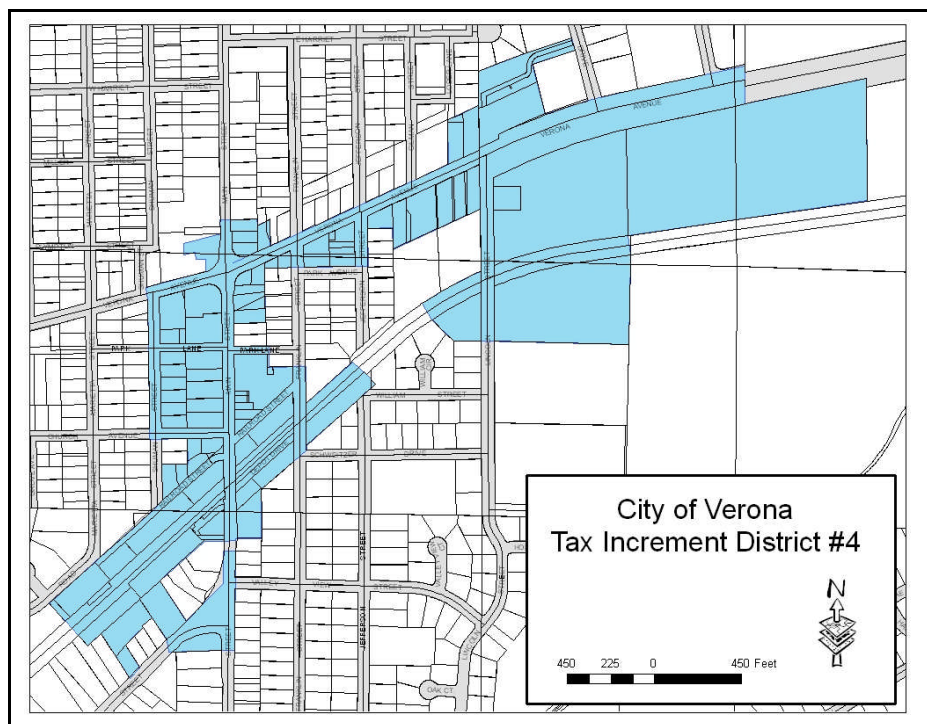
Note: The City of Verona is currently completing its Comprehensive Plan, which includes 4 long-term options for the future of the intersection of Main Street and Verona Avenue:

1. A ‘do nothing’ option;
2. An ‘add lanes’ option;
3. A ‘round-a-bout’ option; and
4. A ‘paired one-way’ option.

In addition to these ‘long-term’ options, the City is also investigating short-term/interim improvements such as eliminating on-street parking to create two travel lanes. This plan is intended to accommodate any/all of these options. Whichever option is ultimately selected should be constructed/implemented as a later phase of this plan (See ‘Phasing’ section, below...)

Existing Conditions—Tax Increment District (TID) 4:

A portion of the planning area is contained within Tax Increment District (TID) 4 (See map below...). Tax increment financing may be an available tool for covering costs associated with implementing this plan.



2. Goals.

The City's goals for the planning area include:

- A. Create a vibrant, healthy commercial core or 'center' for the community, including:
 - a. Insuring that sufficient areas are available for current and future businesses;
 - b. Insuring that sufficient parking is available;
 - c. Providing appropriate transitions and/or buffers between planned commercial and residential areas.
- B. Accommodate vehicular traffic while at the same time promoting a 'friendly environment' for pedestrians and bicyclists, including:
 - a. Improving the intersection at Main and Verona;
 - b. Providing for two lanes of north-bound traffic in the a.m. and two-lanes of south-bound traffic in the p.m. by eliminating on-street parking during rush-hours;
 - c. Eliminating vehicular access directly onto Main Street and instead providing access via a 'rear-loaded' approach with parking in the rear;
- C. Minimize land-use conflicts between residential and non-residential land-uses, including:
 - a. Creating substantial and attractive buffers or screening where residential abuts non-residential land-uses;
 - b. Accommodating thoughtful and well-designed mixed-use projects where appropriate.
- D. Create amenities, including possibilities such as:
 - a. Wide sidewalks and landscaped terraces between sidewalks and curbs;
 - b. Art;
 - c. A public park;
 - d. Decorative lighting, benches, trash containers, and drinking fountains.
- E. Investigate preservation options for select downtown buildings
 - a. Baptist Church
 - b. 101 North Main Street
 - c. Others (Avanti's? Sow's Ear? Plumbing and Glass?)

3. Plan Elements:

A. Land Uses (Including Parking) in the Four “Intersection Quadrant” Blocks

1) Northeast Quadrant

- To be completely commercial. Mixed-use redevelopment may be allowed;
- Parking area (possibly municipal...) to be ‘mid-block’;
- Existing residential properties along Franklin will need to be converted/redeveloped;
- Highly likely that parking for the corner (historic?) property at 101 N. Main will be eliminated when the Main Street/Verona Avenue intersection is improved.
 - Opportunity: A potential use of this building includes a “Visitor’s center/chamber of commerce” office with parking in the rear accessed via Harriet Street.
 - Opportunity: The City owns the northern most portion of this block (the former library). Any plans for ‘mid-block’ parking (behind commercial buildings fronting onto Main Street...) will require access *through* this city-owned parcel.

2) Southeast Quadrant

- To be completely commercial. Mixed-use redevelopment may be allowed;
- Parking area (possibly municipal...) to be ‘mid-block’;
- Existing residential properties along Franklin will need to be converted/redeveloped.
- Gas station at corner may need to be re-located to accommodate improvements to intersection of Main and Verona (unless a ‘paired one-way’ system is selected...). If the gas station is removed, this site could become a ‘pocket park’ accessed from the rear parking area (for brat sales, etc...) OR it could be redeveloped with commercial after sufficient right-of-way is provided for the intersection.

3) Southwest Quadrant

- To remain completely commercial;
- No changes are anticipated.

4) Northwest Quadrant

- To be commercial (or mixed-use) along Main Street;
- Parking area (possibly municipal...) to be ‘mid-block’;
- Existing residential along Shuman to remain;
- Significant barrier/buffer between commercial and residential will be required.

All commercial properties in the 4 ‘Intersection Quadrant’ Blocks will include:

- No driveways onto Main Street;
- Parking in the rear accessed via public alleys or private driveways;
- Buildings to be closer to street to accommodate parking in the rear;
- High standards for design and materials.

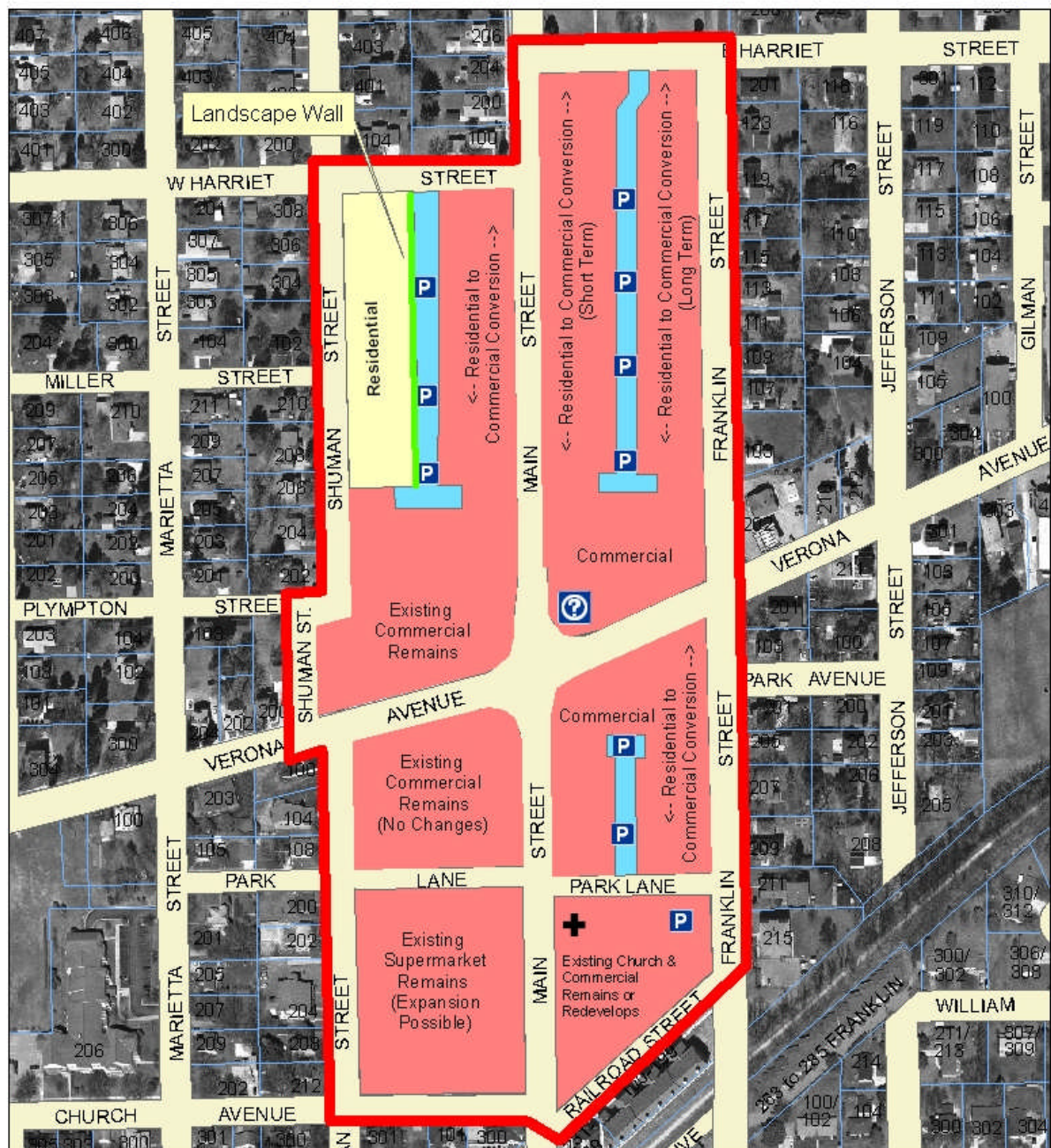
B. Land Use (Including Parking) in the Two “South Main” Blocks

5) Miller’s Supermarket Block

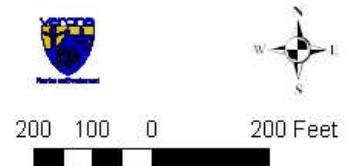
- To remain completely commercial;
- Changes to accommodate supermarket are expected/should be accommodated;
- Limited driveways onto Main Street;
- High standards for design and materials.

6) Baptist Church Block

- Existing church to remain. Conversion/redevelopment to commercial allowed.
- To be commercial along Main Street;
- Parking area (possibly municipal...) could be along the west side of the 200 block of South Franklin—behind the Baptist Church—which is currently a vacant lot;
- Limited driveways onto Main Street OR no driveways onto Main Street;
- Buildings to be closer to street to accommodate parking in the rear;
- High standards for design and materials.



Downtown Verona Plan Land-Uses



A. Land-Use, Continued

In the Northwest ‘Intersection Quadrant’—a major/significant landscaped wall will be used to separate the proposed commercial area from the existing residential area. See photos below for an example of such a landscaped wall:



B. Transportation

North Main Street:

- Two lanes of traffic in each direction *plus* bike lanes on each side will be required.
 - Parking in one travel lane will be allowed during hours of non-peak traffic.
 - Landscaped terraces and/or sidewalk planter areas will be required.
- Driveways onto North Main Street will be eliminated where possible;
- Additional right-of-way will need to be acquired...

South Main Street:

- Two lanes of traffic in each direction *plus* bike lanes on each side will be required.
 - Parking in one travel lane will be allowed during hours of non-peak traffic.
 - Landscaped terraces and/or sidewalk planter areas will be required.
- Additional right-of-way may need to be acquired

East Verona Avenue:

- Two lanes of traffic in each direction *plus* bike lanes on each side will be required.
 - Parking in one travel lane will be allowed during hours of non-peak traffic.
 - Landscaped terraces and/or sidewalk planter areas will be required.
- Driveways onto Verona Avenue will be eliminated where possible;
- Additional right-of-way will need to be acquired...

West Verona Avenue:

- Two lanes of traffic in each direction *plus* bike lanes on each side will be required.
 - Parking in one travel lane will be allowed during hours of non-peak traffic.
 - Landscaped terraces and/or sidewalk planter areas will be required.
- Driveways onto Verona Avenue will be eliminated where possible;
- Additional right-of-way will need to be acquired...

C. Utilities including storm water management

Storm Water Management:

Rather than each individual parcel having its own ‘on-site’ storm water detention facility within the planning area—which would result in dozens of small storm water management ponds scattered throughout the city’s downtown—the city will either:

- a. Create a regional storm water management facility to serve the entire planning area, or;
- b. Create one separate storm water management facility for *each* block within the planning area—potentially beneath shared parking areas.

The City may need to create a Storm Water Utility to implement either one of these options.

D. Public Property and Amenities

Public Fixtures (Street lights, benches, trash cans, drinking fountains...)

Pedestrian-scale decorative ‘blue street lights’ should be installed downtown. High quality benches, trash receptacles, and drinking fountains should be provided.

‘Way-Finding’ and Signage

Attractive public-informational signage should be provided for local businesses, recreational opportunities (such as the Military Ridge trail...) etc...

Public Art?

E. Private Property Design Guidelines

Existing design guidelines should be reviewed and amended as necessary to address issues such as landscaping, architecture, decorative fencing, and other matters in private developments/private property.

4. Implementation:

A. Amend Downtown TIF

- Amend Downtown TIF so expenditures can be made in the Northwest and Northeast quadrants. (The TIF District currently does not include the bulk of these quadrants...)
- Investigate creating a 'Business Improvement District' to fund some expenses.

B. Create a Business Improvement District (BID)

C. Investigate Creating a Storm Water Utility

Determine if one regional storm water management system can be constructed for the entire planning area OR if each block can have one storm water management facility—rather than each individual parcel having it's own (small) on-site storm water management pond.

D. Budgeting—Including Capital Improvement Budgeting (CIB)

Prepare cost estimates for:

- Right-of-way acquisition
 - Alleys/Municipal Parking Lot lands...
 - Street right-of-way (Main Street and Verona Avenue)
- Access acquisition
 - Eliminating driveways onto Main Street
- Design and construction
 - Alleys/Municipal Parking Lots at 'mid-block' locations
 - Streets
 - Landscape Wall
 - Storm water management facilities—one regional or multiple 'block' systems.
- Amenities
 - Art ○ Lighting/Benches/Trash/Drinking Fountains ○ Way-finding/Signage

E. Acquisition and Final Design Engineering

One year prior to each phase—see 'Phasing' below...

OPTION ONE: City to oversee planning, design, acquisition, etc...

OPTION TWO: City to use RFPs to solicit developers for a public-private partnership.

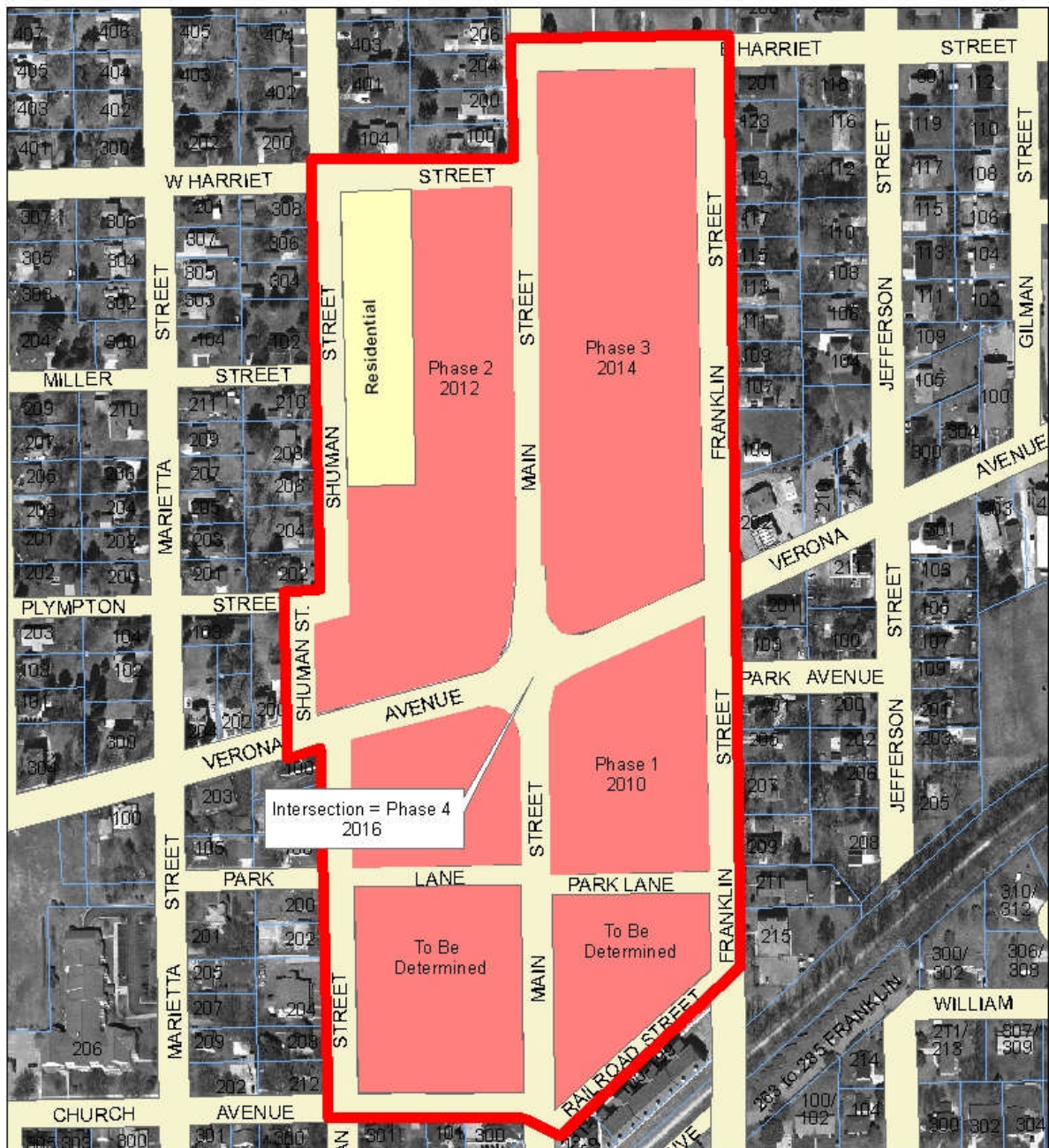
F. Installation of Improvements

During each phase—see 'Phasing' below....

G. Phasing

Phasing will be as follows:

Phase 1, 2010:	Southeast Quadrant
Phase 2, 2012:	Northwest Quadrant
Phase 3, 2014:	Northeast Quadrant
Phase 4, 2016:	Intersection Improvements at Verona and Main



Downtown Verona Plan Phasing Plan

